

## ABSTRACT OF THE DISCLOSURE

A digital contents generating apparatus connected with a communication network comprises an electronic watermark-data embedding unit for embedding electronic watermark data in digital contents, an encryption unit for encrypting the digital contents embedded with electronic watermark data by an encryption key received from an encryption-key generating unit, and a decryption-key generating unit for generating a decryption key. A digital contents reproducing apparatus connected with the communication network comprises an electronic watermark data extraction unit for extracting electronic watermark data from encrypted digital contents embedded with electronic watermark data, and a decryption unit for decrypting the encrypted digital contents by a predetermined decryption key.